

Neighborhood Commercial Revitalization Program Partnership Project Contract Work Statement

Implementation of a three year Partnership Project will include the following activities. Many of these efforts can be undertaken by one or more of the committees with guidance and leadership from your Board of Directors and assistance for NCR Project staff.

- 1) Establish committees for:
 - Organization
 - Marketing/Promotion
 - Business Development
 - Planning/Design
- 2) Based on your Mission Statement, prepare an annual Work Plan defining priorities for revitalization, tasks, responsible parties, and timelines for the Board and Committees. Include organizational goals, objectives and performance measures.
- 3) Hold regular Board, Committee and community meetings.
- 4) Develop volunteer and in-kind resources.
- 5) Complete a business inventory and keep it current.
- 6) Create, produce and distribute a brochure about the target area, which includes a business directory.
- 7) Photograph and inventory buildings within the Partnership Project boundaries.
- 8) Hold at least one community event annually.
- 9) Develop and use a Partnership Project logo on all printed documents and stationery.
- 10) Send at least one representative to attend all NCR Monthly Networking meetings and two representatives including the Board Chair to special NCR Networking and Training Forums.
- 11) Prepare annual budget, which reflects the expenses associated with the annual work plan (billing packages and performance reports).
- 12) Work with NCR Program staff to evaluate readiness for Revitalization Project participation. If appropriate, apply for NCR Program Revitalization Project status.

**Partnership Project
Board of Directors Responsibilities**

Policy Administration	Finance	Public Relations	Program Direction & Evaluation	Personnel
Create formal organization, establish the legal existence and requirements of the Project to conduct business and affairs (Begin by establishing bylaws, and obtaining Articles of Incorporation, in time you may need to also obtain IRS 501(c)(3) designation)	Approve and monitor the annual budget and financial operations of the Project	Relate the services of the Project to the work of other organizations and agencies	Assist in setting Project goals and give direction to committees for meeting goals	Participate in the recruitment, selection and development of board members in cooperation with the nominating committee
Develop a mission statement, statement of goals and objectives, governing principles, annual work plan	Authorize and approve an annual audit	Give the project sponsorship and inspire confidence in its activities	Approve the annual work plan of goals, objectives and activities for the Project	Organize and participate in organizational capacity building activities (board meetings, training, etc...)
Assume responsibility for internal policies governing the Project	Assume responsibility for all expenditures	Serve as an advocate for economic development	Regularly review the Project's operations and maintain standards of performance	In preparation for ultimately becoming a Revitalization Project, approve personnel administration policies and select, hire and evaluate a program manager
Undertake community outreach activities to attract local support and volunteer involvement by stakeholders	Submit performance reports and billing packages		Monitor Project's activities	
Attend NCR Networking Meetings (12 per year) and Training Forums (6 per year)			Counsel and provide good judgment on plans adopted by committees and ensure that committee work is progressing.	
Establish standing committees and oversee their activities				

Committee	Purpose	Training (during the first 3 months)	Activities	
			Internal	External
Organization	Communications and membership	Recruit 5-7 people to be on the Committee	Compile and keep current mailing lists (commercial property/businesses/groups/officials/supporters) and meeting attendance records	Create a business district newsletter and brochure
	Volunteer & leadership development	Attend training	Create a committee work plan	Host public meetings and receptions
	Fundraising	Read, review and discuss pertinent background information (esp. the <i>Organization Committee Handbook</i> and the <i>Getting Organized Presentation</i>)	Create a media resource list	Host semi-annual volunteer orientation seminars
		Discuss local sources for funding and volunteers	Develop a volunteer outreach strategy	Compile fundraising materials and plan an annual fundraising drive
		Conduct follow-up training with new or absent members	Develop a fundraising strategy	Establish contacts with media for publicity during fundraising activities

Committee	Purpose	Training (during the first 3 months)	Activities	
			Internal	External
Promotion	Business district enhancement	Recruit 5-7 people (retailers) to be on the Committee	Create a committee work plan	Develop a Project logo
	Retail events assistance	Chairperson attend NCR training	Analyze calendar and plan upcoming events	Develop a promotional calendar
	Special events development	Read, review and discuss pertinent background information (esp. the <i>Promotion Committee Handbook</i> and the <i>Promoting Main Street Slide Show</i>)	Develop a promotion strategy	Compile and keep current a business directory
		Review promotional examples from other neighborhoods and define local calendar	Develop an advertising strategy	Promote holiday lighting/decorations
		Conduct follow-up training with new or absent members	Compile a community resource/event list	Market other merchandise promotions
				Hold or participate in one community event.
				Establish relationships with Chamber of Commerce, schools neighborhood organizations and other groups.

Committee	Purpose	Training (during the first 3 months)	Activities	
			Internal	External
Design			Develop a committee work plan	Perform on-site merchant/building owner visits
	Financial assistance and incentives	Chairperson attend NCR training	Compile a building inventory	Select and implement a “clean-up day”
	Public improvements planning and regulation review	Read, review and discuss pertinent background information (esp. the <i>Design Committee Handbook</i> and the <i>Making Good Design Happen Presentation</i>)	Complete a public safety survey	Organize workshops (storefront rehab/visual merchandising/rehab tax credits)
		Review and discuss existing local design issues	Review applicable codes and ordinances	Review a traffic/parking issues in your area
		Conduct follow-up training with new or absent members	Determine and evaluate community information and services available	Complete building renovation renderings (before/after shots)
			Identify and solicit a minimum of 4 solid commitments to rehabilitate area buildings	Discuss and prioritize public improvements (planters, benches, etc)
			Obtain/Develop a land use map	Learn about the status of any public improvements in your area and identify ways to be involved with those projects.
			Photograph and Inventory commercial buildings with in Project Boundaries	

Committee	Purpose	Training (during the first 3 months)	Activities	
			Internal	External
Business Development	Data development for commercial district businesses and markets	Recruit 5-7 people (finance, real estate, community development, retailers, citizens) to be on the Committee	Develop a committee work plan	Develop a new business owner's orientation kit
	Business retention and recruitment strategies	Chairperson attend NCR training	Collect pertinent data (market studies, existing plans, and incentives available for businesses)	Hold retailers' workshops (customer service/floor planning/business plans)
	Property development	Read, review and discuss pertinent background information (esp. the <i>Economic Restructuring Committee Handbook</i> and the <i>Main Street Approach Presentation</i>)	Perform a business survey	Perform a preliminary market analysis
		Review and discuss existing local development plans and studies	Track rehabs/jobs/new businesses/investments/tax revenues	Develop business incentives
		Conduct follow-up training with new or absent members	Perform a shopper focus survey	Establish relationships with businesses, real estate brokers, property owners and bankers
			Assist in the development of financial incentives for rehab	
			Develop sales demand projections	